# Project Design Phase-II
# Data Flow Diagram & User Stories

| Date | 10 feb 2026 |
|------|-------------|
| Team ID | LTVIP2026TMIDS34624 |
| Project Name | Strategic Product Placement |
| Maximum Marks | 4 Marks |

## Data Flow Diagrams:

[Raw CSV Dataset: Product Positioning.csv]

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[Data Preprocessing in Tableau]

→ Convert types

→ Rename headers

→ Create calculated fields

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[In-Memory Tableau Storage]

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[Visualization Layer (Tableau Sheets)]

→ Bar chart, Donut, Waterfall, Highlight table, Funnel, etc.

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[Dashboard View + Filters]

→ Product Category

→ Foot Traffic

→ Promotion

→ Demographics

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[Business Users / Decision Makers]

**User Stories :**

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance Criteria | Priority | Release |
|---|---|---|---|---|---|---|
| Retail Analyst | Analyze Product Position Impact | USN-1 | As a retail analyst, I want to compare product positions (aisle, end-cap) against sales volume | I can view and filter sales data by product position | High | Sprint-1 |
| Marketing Manager | Evaluate Promotion Effectiveness | USN-2 | As a marketer, I want to analyze how promotions affect sales for different demographics | I can view donut charts comparing Yes/No promotion sales | High | Sprint-1 |
| Store Manager | Study Traffic vs. Sales Patterns | USN-3 | As a store manager, I want to see if high foot traffic areas lead to more sales | I can view area or funnel charts that reflect traffic-related sales | Medium | Sprint-2 |
| Business Strategist | Compare Price vs. Competitor Price | USN-4 | As a strategist, I want to evaluate pricing effectiveness vs. competitors | I can view calculated fields showing price gaps and related sales | Medium | Sprint-2 |
| Retail Analyst | Filter Dashboard for Targeted View | USN-5 | As an analyst, I want to filter dashboard by traffic, category, and demographic | I can interactively adjust filters and see updated graphs | High | Sprint-1 |
| Marketing Manager | Export Reports | USN-6 | As a marketing lead, I want to export visuals and charts for executive reports | I can export the dashboard or selected charts as PDF or image | Low | Sprint-3 |